

Samoter organisers bullish for next event

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The organisers of the upcoming Samoter construction machinery show are bullish about the 2020 event. According to the show organisers, registrations are up 39% and bookings up 66% from the previous event. Liebherr and Wacker Neuson return after the last attending the trade fair in 2011. Confirmations have also been received from Bobcat, Doosan, Eurocomach, Hidromek, Hyundai, Komatsu, Sany, Takeuchi, Venieri and Yanmar

The event, the 31st Samoter exhibition, is benefiting from larger show areas in the halls and outside areas. The show will be held at the Veronafiere facility in Verona, Italy from 21-25 March 2020.

The last show in 2017 attracted 455 exhibitors, of which 25% international from 25 countries, 65,000m² of exhibition space and more than 84,000 visitors from 86 countries. Today, at six months from the opening day, the response by companies has already grown by 39% compared to the reference period.

"The Liebherr Group, in the wake of positive growth in sales in Italy over the last five years and also to emphasise its desire to consolidate and expand market penetration throughout Italy, has decided to attend SaMoTer again," said Christophe Sanchez, CEO at Liebherr Emtec Italia SpA. "We were keen to place our trust in the updated format of the event and Veronafiere's promotion campaign. We are confident that the 2020 edition will be successful and help us improve our visibility and thereby achieve the increasingly ambitious goals that the Liebherr Group has set itself for Italy."

"After a few years of market instability and consequent restructuring of the sales network, Wacker Neuson has decided to attend Samoter," said Georg Jung, sole director of Wacker Neuson Italia.

Positive signs that reflect the parallel improvement in the Italian construction machinery market. The latest data available from the SaMoTer-Prometeia Observatory, Italy closed the first seven months of the year with exports worth more than 1.5 billion euros (+2%) and imports amounting to 512.2 millions (+6.3%).

SaMoTer in 2020 will be the only event held in Europe for the supply chain and is therefore an opportunity for machinery manufacturers and buyers to capitalise on the effects of the recovery. The show at Veronafiere will also be even broader and complete. In addition to the consolidated scheduling of Asphaltica, the technologies and solutions event for paving and road infrastructures co-organised with SITEB - Italian Roads and Bitumen, the 31st Samoter will also see the debut of ICCX Southern Europe, the top event in the prefabricated concrete sector, in collaboration with ad-media.